



Motivating Environmental Action

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DAY 2: HANDS-ON

Workshop prepared for the California Water Board Academy and the Environmental Protection Agency (Region 9). Address correspondences to: Wesley Schultz, Department of Psychology, California State University, San Marcos, CA, 92078. wschultz@csusm.edu. (760) 750-8045.

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Workshop Overview

<u>Day 2</u>	APPLICATION
9 – 10	Examples of Behavior Change Programs
10 - 12	Behavior selection
1 - 2	Barriers to behavior
2- 3	Tools of change
3 - 4	Discussion and closing remarks

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Five Steps to Behavior Change

5. Evaluate your program
4. Pilot test the program elements
3. Design program to address barriers
2. Identify barriers and benefits to a specific behavior
1. Select the target behavior



Interactive Exercise (behavior selection)

1. State the goal
 - a. prioritize and focus



Community-Based Social Marketing

2. Brainstorm behaviors
(end-state, nondivisible)
(no strategies!)
(use data where possible)

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One-time actions	Recurring actions
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

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Community-Based Social Marketing

3. Rate each behavior for probability and impact (0-10)
 - a. subjective ratings
 - b. technical experts
 - c. comprehensive review

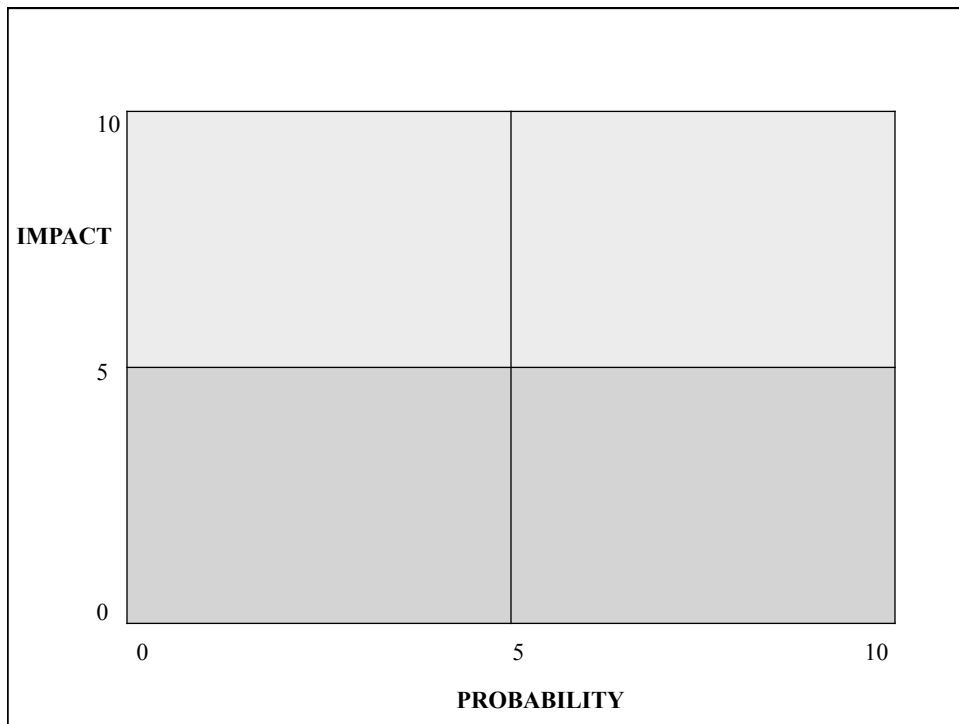
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Community-Based Social Marketing

4. Map the behaviors on 2 x 2 grid

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Community-Based Social Marketing

5. Select target behaviors for program



Interactive Exercise (barriers and benefits)

6. List barriers and benefits
 - a. do you know enough, or is new data needed? Be specific. Who. Where. How.

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SELECTED BEHAVIOR:

Barriers	Benefits

12



Interactive Exercise (Program Design)

7. Develop program elements
 - a. Make sure to use tools of change
 - b. Make sure to target barriers and/or benefits

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Behavior	Barriers	Benefits
Encourage	↓	↑
Discourage	↑	↓

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Interactive Exercise (program design)

8. Pilot test

- a. develop strategy for pilot testing
- b. where appropriate, use a control group